



Cleaf at Euroshop with THE ITALIAN RETAIL LANDSCAPE

On display possible applications for the retail environments of the Made in Italy's 3F: Fashion, Food, Furniture

Lissone, 20 February 2020 – For its first participation at **Euroshop**, the world's largest retail trade fair, **Cleaf** presents **THE ITALIAN RETAIL LANDSCAPE**, an investigation into the retail environments of the **Made in Italy's 3F: Fashion, Food, Furniture**. The fourth F is *Future*, a glimpse of tomorrow's retail.

In the middle of the stand designed by **Bestetti Associati**, **four freestanding metal frame displays** highlight the **innovative Cleaf surfaces**, which suggest possible applications for the **four retail environments**.

Oak effect surfaces in combination with **stone effect** for the *Fashion*, **multicolor** in the various **solid colours** for the *Food*, **walnut effect** matched with **fabric effect** for the *Furniture*, while for the *Future* **metallic** surfaces combined with the **burnt effect wood**.

On the long side the **27 products** that compose the **Cleaf presented by Egger collection** – available from February 2020 for Egger's dealers in Germany, Austria, Switzerland, Poland, the Czech Republic and Slovakia – are declined in **faced panels of multiple heights** to highlight the **innovative aesthetic and tactile research** on surfaces.

Among the various textures on display there are:

Bruciato

Shou Sugi Ban is the ancient Japanese technique of burning wood to preserve it over time. Besides being a conservative and eco-sustainable practice it gives an aesthetically pleasing "burnt wood" effect. The Bruciato texture is the representation of this effect on an ash essence. It's available as faced panel, laminate and ABS edge.

Cheope

Cheope is a geometric texture inspired by the perfect lines of pyramids seen from a zenithal point of view. The shape is interpreted in its three-dimensionality, in order to create plays of light and shadow on furniture and walls. It's available as faced panel and laminate.

Okobo

Paulownia wood is used for the production of okobo, the traditional Japanese sandals worn by maiko, the apprentice geisha. They are made with a single block of carved wood and they have a very high heel dig at the front of the foot. The Okobo texture has an attractive appearance due to the regularity of the fiber. It's available as faced panel, laminate and ABS edge.

Paglia

The Paglia texture presents an endless series of parallel vertical lines that give the surface a vibrant effect. Combined with solid color decorative papers it enhances the geometric pattern and with the wood essences it blends the three-dimensional effect. It's available as faced panel and ABS edge.

Poro Noce

The Poro Noce texture reproduces the wood of walnut, a tree considered a symbol of



fertility, whose ancient presence in Campania is witnessed by the discovery in the excavations of Pompei of carbonized trees. The pores are spread in a diffuse way and are easily recognizable to the naked eye. It's available as faced panel and ABS edge.

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Hall 11 C63

Cleaf

Cleaf is an Italian company producing innovative surfaces and solutions for the furniture and interior design industries.

Faced panels, laminates and edges exclusively manufactured at production sites in Brianza are installed worldwide by architects and companies building inspirational spaces for living and working.

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